

**GOVERNMENT OF INDIA
SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA**

UNSTARRED QUESTION NO:964
ANSWERED ON:02.03.2016
Promotion of Rural Industries
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Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

- (a) whether the Government is implementing skill development scheme for promotion of rural industries;
- (b) if so, the details thereof;
- (c) whether the Government is also providing financial assistance, training and consultancy for the development of entrepreneurship in jute industry; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF
SKILL DEVELOPMENT AND ENTREPRENEURSHIP
(SHRI RAJIV PRATAP RUDY)

(a) to (d) As an effort to align skill development initiative with the incremental human resource requirement, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) has been launched by my Ministry on 15th July, 2015. It is a skill certification and reward scheme wherein trainees after their successful assessment and certification, get monetary reward through direct bank transfer to their account. The scheme has the target to benefit 24 lakh persons across the Country with training of 14 lakh fresh entrants and certification of 10 lakh persons under Recognition of Prior Learning (RPL). NSDC is the implementing agency for PMKVY and training under PMKVY is completely aligned to standards developed/defined by industry led Sector Skill Councils (SSCs). These SSCs have been mandated to review the skill gap in their respective sectors and take steps for aligning the skill development with employer requirement in the sectors including in rural industries. The SSCs prescribe the National Occupational Standards (NOSs) and Qualification Packs (QPs) based on the requirements of the industry.

Further, Integrated Skill Development Scheme (ISDS) has been mandated to address the skilled manpower needs of the textile and related industry across the Country including rural areas. Under the scheme, as on 29th February, 2016, 5.56 lakh persons have been trained and 0.72 lakh persons are undergoing training.

Furthermore, Government of India has launched an innovative scheme of Common Facility Centre (CFC) for development and promotion of Jute Diversified Products (JDPs) as a measure for empowerment of rural people. This envisages enhancement of manufacturing capability of rural women self-help groups (WSHGs) under National Rural Livelihood Mission through skill development and also make them self-sustaining with necessary marketing assistance.

In addition, National Jute Board has launched two schemes namely, Jute Integrated Development Scheme for decentralized JDP sector to facilitate the WSHGs and small and micro beneficiaries to become entrepreneurs in the field of JDPs and Jute Raw Material Bank Scheme for opening of raw material banks in the jute clusters.
